

Claims

1. A polysaccharide conjugate comprising a polysaccharide attached to a particle carrying perfume, the polysaccharide conjugate being capable of binding to cellulose.
2. A conjugate according to claim 1, wherein the polysaccharide has a 1-4 linked  $\beta$  glycan backbone structure.
3. A conjugate according to claim 2, wherein the polysaccharide has a glucan backbone, a mannan backbone or a xylan backbone.
4. A conjugate according to claim 3, wherein the polysaccharide is selected from xyloglucans, glucomannans, mannans, galactomannans,  $\beta$  (1-3), (1-4) glucan and the xylan family incorporating glucurono-, arabino- and glucuronoarabinoxylan.
5. A conjugate according to claim 4, wherein the polysaccharide is selected from xyloglucans such as tamarind seed xyloglucan (TXG) and pea xyloglucan; and galactomannans, particularly low galactose galactomannans, such as locust bean gum (LBG), enzyme modified guar (EMG), tara galactomannan and cassia galactomannan.
6. A conjugate according to any one of the preceding claims, wherein the polysaccharide has side chain galactose residues susceptible to oxidation by galactose oxidase.
7. A conjugate according to any one of the preceding claims, wherein the particle is physically linked to the polysaccharide.
8. A product incorporating a polysaccharide conjugate in accordance with any one of the preceding claims.
9. A product according to claim 8, comprising a laundry product such as a fabric washing product, eg a detergent product, or a fabric conditioning product.
10. A method of targeting binding of a particle carrying perfume to cellulose by use of a polysaccharide conjugate in accordance with any one of claims 1 to 7.